

Best of Community Banking Awards - Culture Documentation of Program

When We Say Our Culture is in Everything We Do...We Mean Everything!!!

Our motto at FirstBank Southwest is Faith. Family. Bank. We pride ourselves with building our culture around those three words. The order of the words is intentional. Faith will always be first, accepting whatever faith means to each individual. Faith is what governs our personal beliefs and makes each employee who they are. Next comes family. It signifies that family comes first, before Bank. We believe there is nothing more important than family. Lastly Bank. Bank means we take care of our customers, employees, and community. Bank encompasses it all.

Around this tenet, we built our values. The FBSW Values are the qualities the Bank has deemed important enough to drive all our decisions. These values are what we hold ourselves accountable to. They set performance expectations and drive the work that we do.

1. ***CUSTOMER EXPERIENCE*** – treating every customer with respect, consistently meeting their needs, and exceeding their expectations.
2. ***INTEGRITY AND ETHICS*** – conducting interactions with honest, ethical, and strong moral principles; treating our customers, and each other, with a high level of respect.
3. ***COMMITMENT TO EXCELLENCE*** – performing at our highest level.
4. ***ACCOUNTABILITY*** – taking responsibility for your actions, doing what is expected of you, and leading by example.
5. ***TEAMWORK*** – working together and collaborating to provide the expected customer experience.
6. ***COMMUNICATION*** – efficiently sharing information in a collaborative and proactive manner.

These values have been incorporated into everything that we do. It goes beyond just driving decisions. The values determine who we hire. They drive our compensation policies. Our employees are held accountable to the values within the performance review process. And we believe so strongly in a cohesive culture, that we have let employees go who did not adhere to the values.

But it goes a step further than that. When we say our culture is in everything we do, we truly do mean everything. We recently built a new building in Pampa, TX. The original building was bought by FBSW in 1980 and has served the community ever since. As one of the leading banks in Pampa, we felt our



employees and customers needed something brand new and cutting edge that reflects who we are. Thus, construction started early August 2021, with the grand opening scheduled for July 5, 2022.

So how is a building constructed with our values in mind? It's quite simple, we utilize the values to drive every decision made within the construction.

1. **CUSTOMER EXPERIENCE** – the layout of the building was designed with the customer in mind. The teller area is spacious, with several windows to accommodate customers efficiently. Personal Bankers have dedicated office areas to assist customers safely and securely.
2. **INTEGRITY AND ETHICS** – FBSW is a pillar of the Pampa community. So of course, we would need to get the community involved in the construction. The Blessing of the Bank was an extremely heartwarming event, where one of the community pastors came and prayed over the construction, with the finale being our employee's writing scripture and sentiments within the walls.
3. **COMMITMENT TO EXCELLENCE** – we wanted a bank that would stand the test of time, and the Texas Panhandle weather. High quality materials were utilized by one of the best builders known within the Panhandle. Extreme focus to detail was part of every phase of the construction. It is a beautiful addition to the Pampa community and is part of the revitalization of the downtown area.
4. **ACCOUNTABILITY** – we are responsible for the safety and security of our employees and customers. With the construction, a new state of the art security system was installed, a new vault compliant with today's security features, and a safety deposit area that also serves as a tornado shelter.
5. **TEAMWORK** – from the teller to the CEO, all levels of employees were involved in how the new building would be constructed. The environment was designed to promote teamwork and have an open feel, so no individual is segregated from the rest of the team.
6. **COMMUNICATION** – *there is no such thing as communicating too much. Each phase of the construction has been communicated throughout the project, along with social media posts on almost all platforms. And WE CAN'T WAIT for the grand opening on July 5th. We are throwing quite the shindig for our employees, customers, and everyone in the community to attend.*

For 115 years, the Bank has lived by these values. As we continue to grow, we never want to lose sight of who we are. Thus, it is imperative that it is a part of everything we do...and we mean everything. As we celebrated our 115th birthday, it is easy to look at our employees and see Faith. Family. Bank. It is because of them that we are the best at what we do. It is because of them we have an amazing culture!